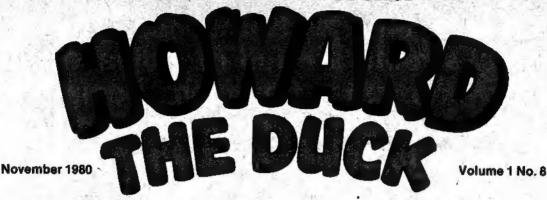
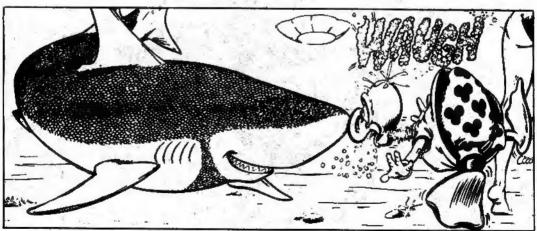
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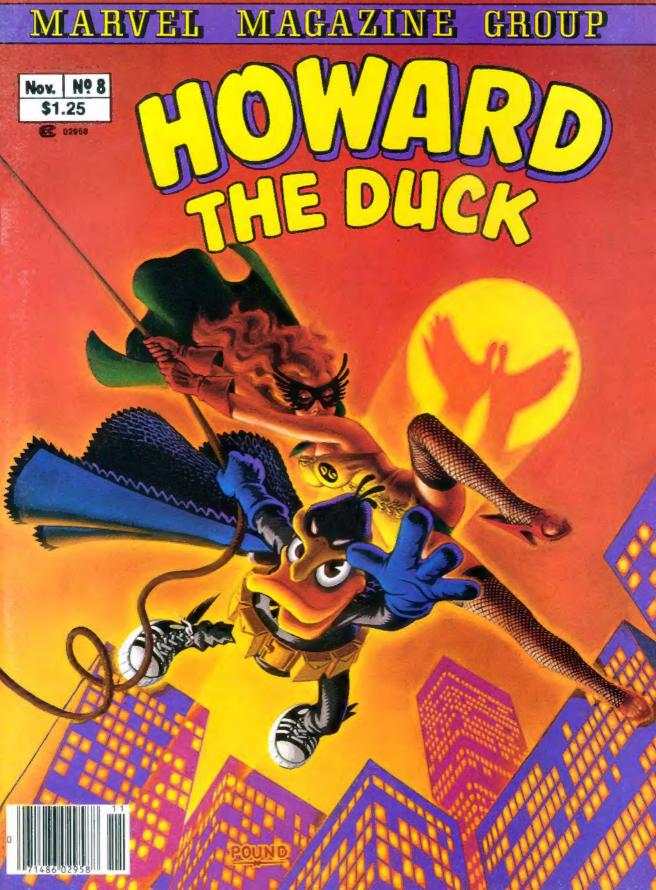
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It is a time of turbulence. The city streets are full of violence. Governments flounder. Societies crumble. Civilization itself seems to be one long, agonized scream.

It is time for MOON KNIGHT.



ON SALE AT NEWSSTANDS EVERYWHERE. FIFTY CENTS, WORTH IT.











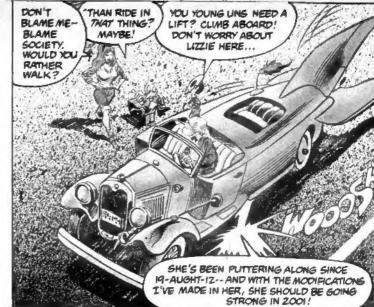








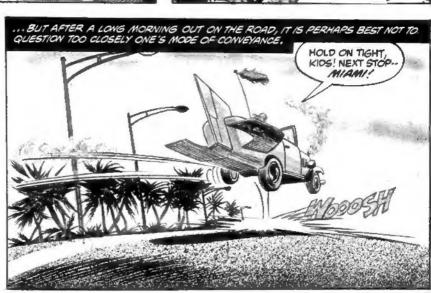








































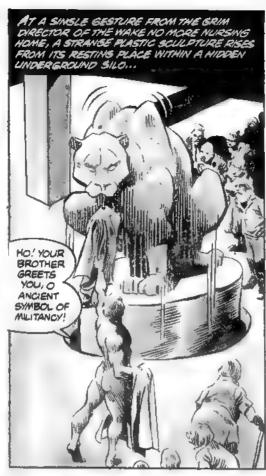












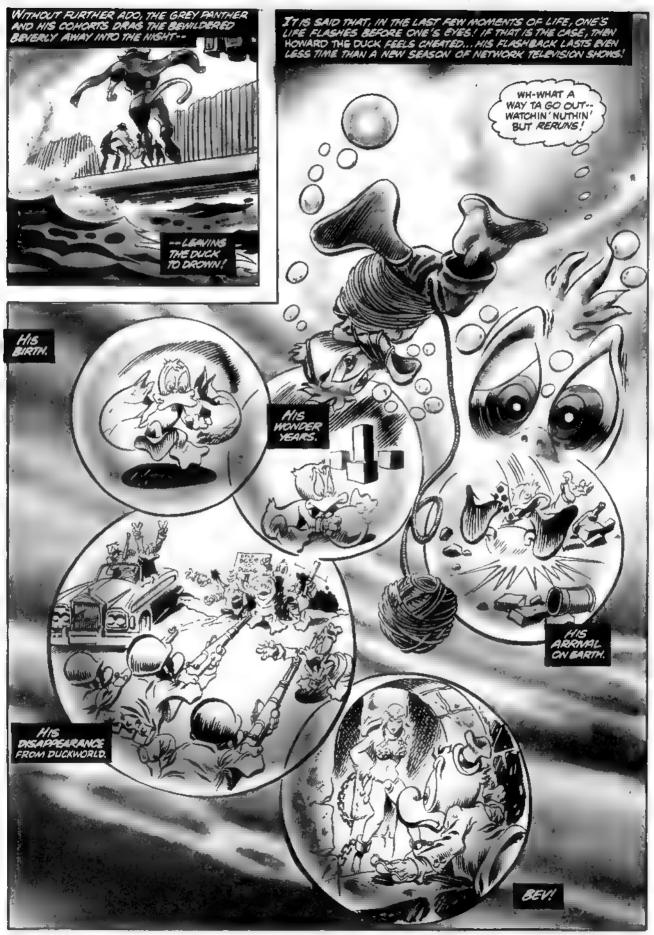




















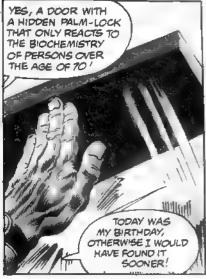
























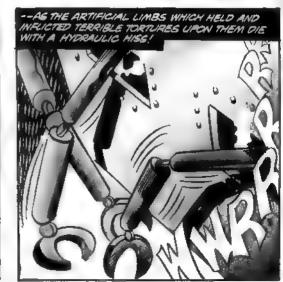










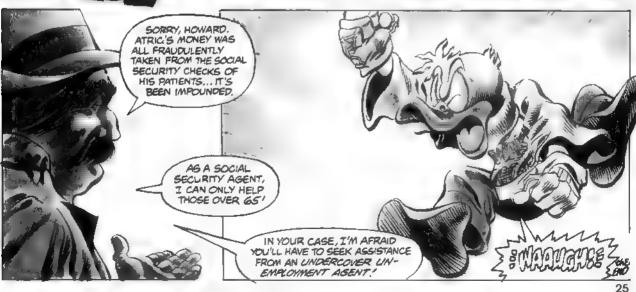
















THE DUCK THAT DISNEY BUILT

The brick that rearranged Howard's face was picked up and hurled by Walt Disney Productions.

In 1934, Donald Duck made his debut in an animated cartoon, THE WISE LITTLE HEN, one in Walt Disney's "Silly Symphony" series As Carl Barks describes him in the 1978 book. DONALD DUCK;

"In that film, Donald was introduced to the world, and, strangely enough, in that early period of his development he was more duck than human. He was a no-good hippie duck who lived ingloriously on a half-sunken houseboat in a pond."

It wasn't long before Donald left the houseboat to roam the world, mostly in the company of Disney's most famous character, Mickey Mouse. The mouse. in his first appearances, was an illmannered, self-centered, tricksterish little beast. Time, and quick popularity, had changed him into a fine, upstanding, and finally cute character - and his discarded venom was quickly injected into Donald (who has since undergone a similar, if less severe, mellowing). By the late 1930s, Donald Duck had taken the world by storm, becoming - for a time, at least - more popular even than the mouse. Appearing in cartoons, comic strips, comicbooks, and numerous merchandised products, Donald not only created an audience but a brood as well, and his life was soon filled with a flock of ducks; nephews Huey, Dewey and Louie; girlfmend Daisy Duck; Uncle Scrooge McDuck: cousin Gladstone Gander; Grandma Duck; scientist Ludwig Von Drake; and numerous other relatives, friends and enemies. The age of the duck had arrived, and, except for Warner Bros. aberrant mallard, Daffy, Walt Disney had cornered the market.

A MILLION STORIES IN THE NAKED CITY

It was inevitable, then, that Walt Disney Productions and the Marvel Comics Group would come into conflict on the subject of Howard The Duck There were certain similarities between the characters - they were both ducks. after all, and it might have been possible for someone to mistake Howard's blue suitcoat and hat for Donald's sailor suit -and there were distinct differences Most notably, Donald lives in the anthropomorphic world of Duckburg and deals almost solely with its animal inhabitants: Howard is the only walking. prompts the awe-striken response, "You.. you're a duck.") Clearly, two different worlds.

How, then, did their worlds collide? In 1978, changes slowly became apparent in Howard's appearance. Of themselves, the changes would have gone unmentioned, had certain parties in California not leaked to the fan press that the changes were Disney's doing. Suddenly, speculations about the reasons became whispered rumors, and the rumors took on the appearance of fact. Several stories were concocted:

Story #1: With the appearance of the Howard the Duck newspaper strip, feature editors across the country replaced the long-running Donald Duck with it. since it is bad editorial policy to have two similar comic strips in the same section. Threatened with the loss of outlets for Donald Duck and the possible cancellation of the feature. Disney which, up to this point, had tolerated the presence of a HOWARD THE DUCK comicbook - fought back.

Story #2: Disney's licensees overseas suddenly saw their markets threatened when competitors issued the adventures of HOWARD THE DUCK. (In countries where comics are translated into languages other than English the word "duck" is synonymous with "Donald Duck." and has been for more than 40 years. Simply by virtue of the word "duck" in his name. Howard became what no comics character had been before, a threat to Donald Duck.) The overseas licensees took their grievances to Disney, who in turn contacted Marvel

Story #3: As Howard the Duck gained



sure that no legal infringements would occur Made aware of Howard the Duck's existence, Disney's lawyers took steps to ensure his dissimilarity from Donald Duck.

To anyone thinking about it logically for a few minutes, stories #1 and 3 bear the stamp of the ludicrous Story #1 can be disregarded for a simple reason; it is virtually impossible to challenge the popularity of Donald Duck. A phenomenally popular character, Donald has survived the vagaries of public tastes for more years than most of us have been alive; there is the apocryphal story that the Third Reich itself was rocked by rioting and discontent when Hitler banned Donald Duck cartoons because Donald had parodied der Fuhrer himself. Apparently the world has an insatiable appetite for Donald; while a character could join him at the pinnacle of popularity, it is unthinkable that one could replace him.

The third story is harder to disregard, but the logic of it also collapses under scrutiny: while there are surface similarities. Howard the Duck is patently not a steal from Donald Duck, and their backgrounds, lifestyles, modi operandi, and milieus are completely different. There is virtually no overlapping save for physical characteristics - and the word "duck," being a generic term, cannot be trademarked, so no legal infractions are possible there.

As it turns out, story #2 was the true one 28

Donald Duck and Howard The Duck finally locked beaks - but who could have suspected that the battle would revolve around a pair of pants?

THE EMPIRE STRIKES BACK

It was not mere pique that prompted the Disney Organization to investigate Howard The Duck. They had a long history of having to defend themselves against imitators and simulators of Donald, and they could not have known at the beginning that Howard was another sort of bird altogether. Disney had already stopped the Realist magazine. Paul Krassner and Wally Wood from publishing a centerfold featuring Disney characters in "realistic" poses and situations. More recently, they were forced to halt the production of Donald Duck paintings that were appearing in fan markets without any trademark or copyright notices. A group of underground cartoonists published a magazine called AIR PIRATES FUNNIES, in which they produced their own versions of Disney creations - an act that aroused the ire of the Disney organization. The case went to court; The Air Pirates - as the defendants were called - claimed parody, Disney

claimed copyright infringement, trademark infringement, unfair competition and trade disparagement. Though Disney won, to the tune of \$190,000, they later withdrew damage claims in return for a promise that The Air Pirates would not do more such "parodies." Obviously, they had made their point; they did not want to destroy anyone, but simply keep their own toes from being stepped on.

In this light, it's easy to see why Disney was concerned - albeit unfoundedly - about Howard.

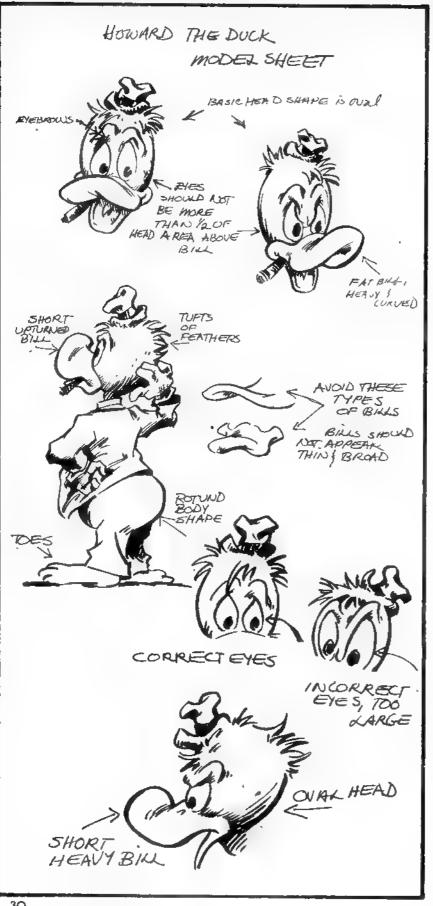
And it's easy to see why Marvel and Disney each saw it in their best interests to differentiate the ducks.

DUCK'S LAW

"...WHEREAS, the image and name of DONALD DUCK are associated in the eyes of the public with Disney; and

"WHEREAS, over the years the pubhe has come to identify a particular type of cartoon character and a particular style of background rendition as being associated with Disney, and, in particular, with portrayals of DONALD DUCK, such cartoon characters generally being stylized representations of animals have human characteristics, and such backgrounds being characterized by simplicity and lack of realistic detail, genrally creating the impression of a fantasy world; and...





PRE-E-ESENTING — THREE YEARS IN THE MAKING — THE ALL-NEW HOWARD THE DUCK.

Negotiations between the two companies began in mid-1977, with a proposed agreement that covered a mere four pages. By the time the media magnates came to a final consensus, it was 1980, and the agreement had doubled in length. In that agreement was spelled out the Howard to be:

The "old" Howard The Duck - as portraved in HOWARD THE DUCK #1-19 — would disappear, to nevermore be seen in comics, newspaper strips, TV, movies, books, etc., and would be replaced in reprint (except for a certain amount of "historical" reprinting) by the "new" Howard The Duck.

Howard's long, ducklike bill would be replaced by a smaller, upturned bill. It would be fat and heavy, instead of slim and wide.

His head would be oval instead of round, with eyes covering less than onethird of his face.

His feet would have small toes at the end (curiously resembling those that had adorned Donald Duck in the period of his creation)

Howard would become shorter and squatter.

His feathers would have a yellowish hue, in contrast to his previous white color.

His head would be covered by small tufts of feathers, which would resemble shaggy hair. His eyebrows would be emphasized

And Howard would almost always wear pants

Oddly, the new Howard harkened back to the original, Val Mayerik version. And while negotiations were proceeding, Howard's comicbook life was undergoing serious changes. In an attempt to reach a wider, more sophisticated audience, Marvel decided to experiment with their wildest character - and Howard's four-color comic was cancelled, to be replaced several months later by a new, larger-sized black-andwhite magazine. The change almost brought the negotiations to a halt; news stories had spread the word that HOWARD THE DUCK was cancelled -which, if true, would have rendered the negotiations pointless.

So say hello to the New Howard, and rest easy, America. Once more, menhave worked out their differences with communication instead of battle. Once more, the world has been made safe for ducks.

Howard The Duck - trapped in trousers he never made.

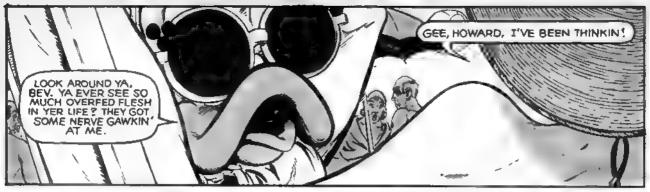
FEATURED THE DUCK!...



Ducktective

APPROVED COSMIC CODE

















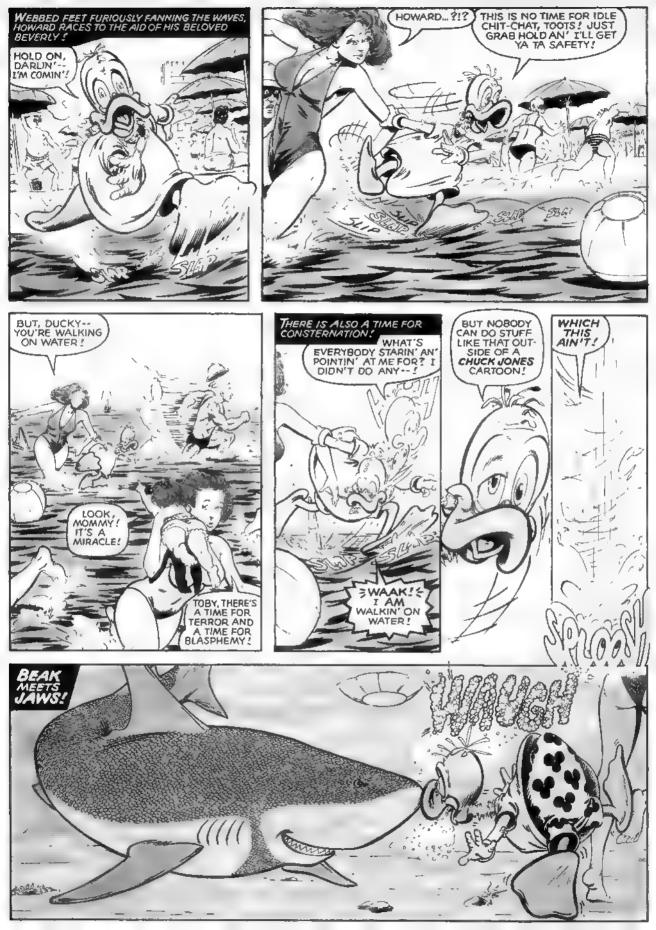


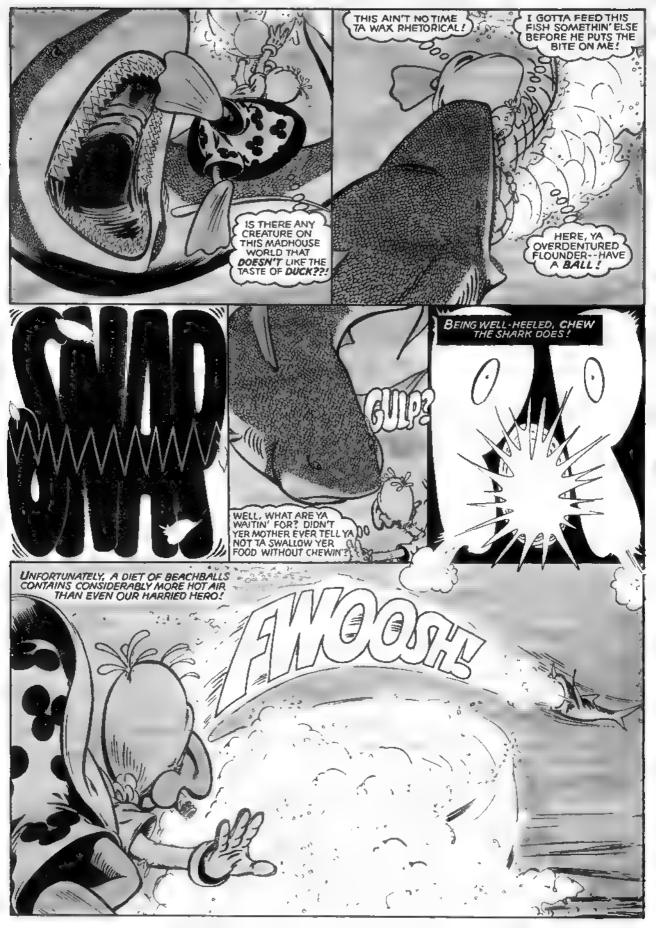




FLESHPOT, I'M SO GRATEFUL TO YA THAT I'M EVEN WILLIN' TA OVERLOOK

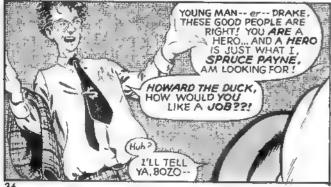
YER OVERWEIGHT OBNOXIOUSNESS!



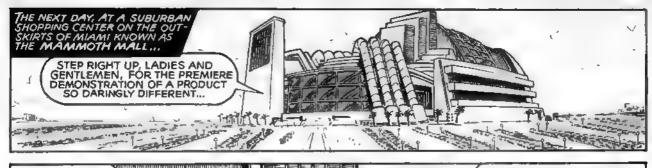




















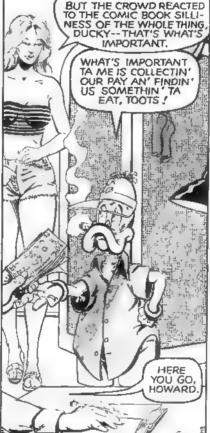


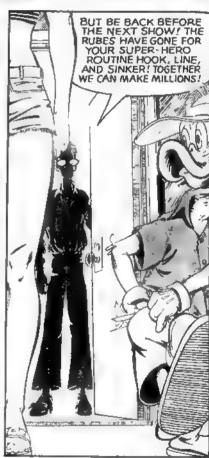












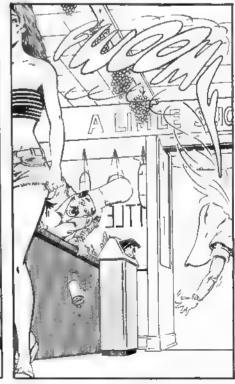






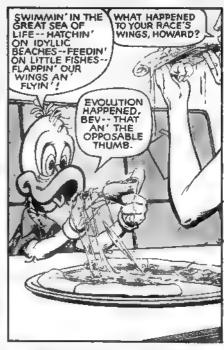






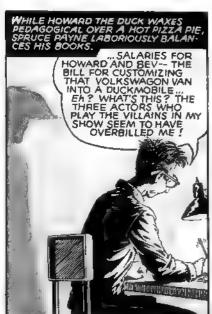




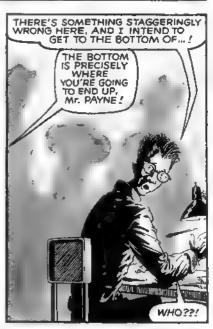




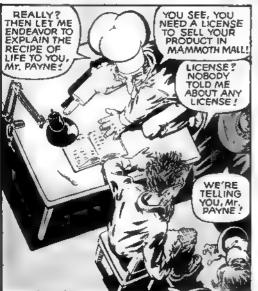






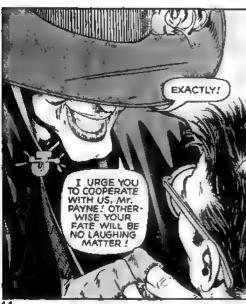


























HIS SUPER SCENT IS NOW OURS



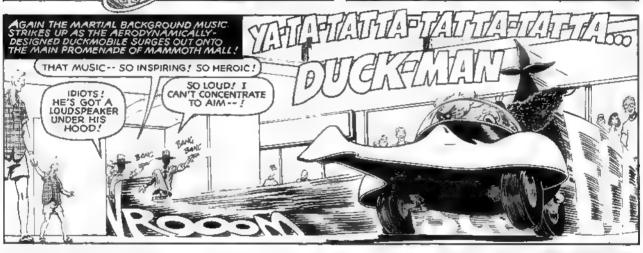












I DON'T KNOW HOW MUCH HELP I CAN BE, DUCKY! I CAN'T DRIVE!



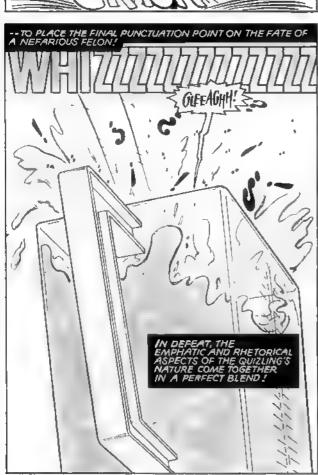


WHAT?!?















BUT THE APPEALINGLY- APPORTIONED MS. SWITZLER IS NO LESS ENDOWED WITH A WILL TO SURVIVE THAN HER CAPED AND COWLED COMPANION!



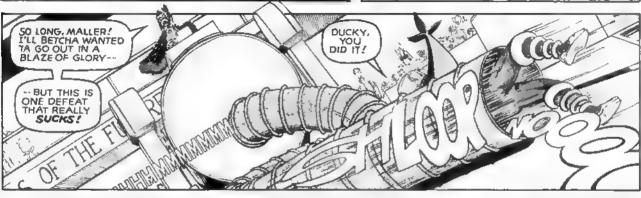
































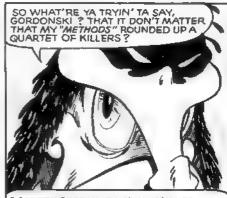




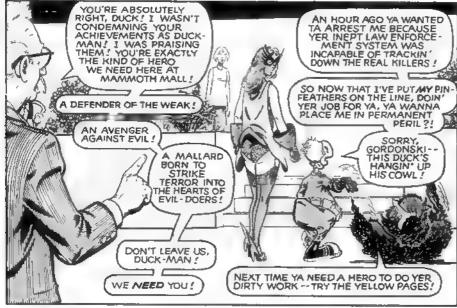








I GOT NEWS FOR YA, EX-COMMISSIONER -- IP BEV AN' ME HAD LEFT THE MALLER AN' HIS MURDERIN' STOOGES TO YOU AN' YER HAM-HANDED COPS HE'D NEVER'VE BEEN CAUGHT!





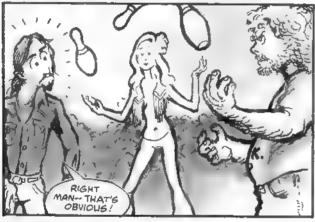
The Warran from Daredevil's past...

He'll nover longet her... and neither will you!



DAREDEVIL #168. On sale October 7.











58 Script: LYNN GRAEME Art: NED SONNTAG























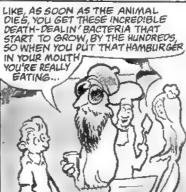




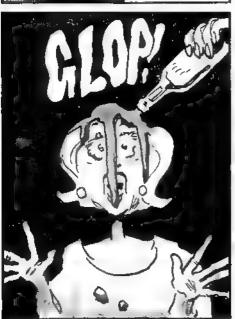




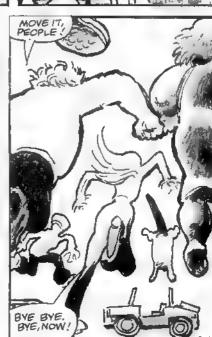


























In her editorial in HOWARD THE DUCK #5, Editor Lynn Graeme penned a plea to "Save This Editor," begging your understanding for trying something daringly different for a comic magazine. Namely, she had artist Larry Fredericks do a collage cover depicting Howard as Drakula rather than the more typical painted acrylic cover that graces most Marvel magazines. Lyan took a lot of flack for that cover even prior to publication, but Publisher Stan Lee and Editor-in-Chief Jim Shooter decided to stand behind her and let the cover see print, knowing that Marvel has never made it by supporting the status quo. Now your comments and criticisms are in on Lynn's little experiment. What do they tell us about us? About you? About the state of comic art in the 1980s? I dunno. Why don't I just let you speak for yourselves?

-Bill Mantlo

Dear People,

Save this editor? Why? Will she (like HOWARD THE DUCK #1) become more valuable with age? But seriously, folks... as a grad-uate of the "I-don't-know-anything - about - art - but - I - know what-I-like" school of artistic appreciation, I have to say that the cover of HTD #5 was one of the worst things I have ever seen Marvel publish. On the other hand, if it'll make you (or Larry Fredericks) feel better. I don't like the work of Pablo Picasso, either, I never could understand why it is that, when a third-grader paints like a third-grader it's junk, but when a grown man paints like a third-grader, it's a great work of

But enough griping from someone who can't even draw decent stick figures...

Bill P. Starr 897 Main Street #7 Cambridge, MA 02139

Dear Marvel,

Save this Editor? BULL! Hang this editor, maybe! The cover to HTD #5 was the absolute pits!

Bryan Reeves 1813 Peach St. Charles, MO 63301

Dear Lynn,

To tell the truth, I don't see what the big controversy is over the cover to HOWARD THE DUCK #5 It's a beautiful piece of artwork which manages to evoke more moods than just about any other cover I've happened across. But, of course, there will always be those who resist change (read: progress) with the mindless fervor of an antibody jumping on a virus

infection. Hopefully, HTD readers have a bit more sense than that particular breed of bairiess ape!

Thomas Kalb 4411 Alan Drive #A Baltimore, MD 21229

Dear Lynn,

Let's talk about the cover of HTD #5. Since I work in a comic store, I decided to take an unofficial poll of 20 regular comic buyers' opinion of Mr. Frederick's cover Nineteen of the twenty buyers polled hated it. One found it interesting but all wrong for the magazine.

As both a fan and a retailer, I understand the need for experimentation and change. Yet this cover seems all wrong for some of the most obvious reasons.

- (1) Fredericks' depiction of Howard was not a good likeness of the magazine's central character
- (2) The collage effect, which might have been effective, looked amateurish
- (3) The cover was not a fair or accurate representation of the magazine's interior.

These factors make the magazine harder to sell for us retailers. Yet, fortunately, in the case of HOWARD THE DUCK, the high quality of the interior art sells the mag once it has been pointed out to the buyer. Mantlo and Golden are excellent on this mag Keep them! And give Michael Golden a try at the cover He deserves it!

Mark Steiner 2433 Bardstown Rd. Louisville, KY 40205

The marvelous Michael Golden could take a crack at the cover or

the interior art of this or any other mag he cares to anytime he wants, if I had my way, Mark, Unfortumately, mumbling something about "exhaustion being the prelude to a nervous breakdown," Michael has chosen to remove himself from HTD for awhile.

-Bill Mantlo

Dear Lynn,

Personally, I liked the cover to HTD #5... for what it was. I'm not crazy about collage, but, of those I've seen, it was one of the best. As for taking risks, I am probably (and I'm not bragging) Howard's greatest and most devoted fan, and I'm all for it. Keep up the good work, and let's see some more of ol' Bongerhead!

 D W. Schuey 9419 Bristol Ave
 St Louis, MO 63114

Dear Duck Editor(s),

(1) The cover: it stinks.

(a) It is unattractive and childishly drawn, as if executed by a right-handed person drawing with his left hand while blindfolded.

- (b) It is utterly wrong in the packaging sense. The cover of a magazine should give some impression of what is to be found inside the magazine. If I hadn't known what HOWARD THE DUCK THE MAGAZINE was like before seeing the cover of HTD #5, I might not have purchased this issue.
- (c) Ideally, covers should be done by the same artists who draw the interior of the magazine Better art is false advertising and worse art is counterproductive advertising. Why not have Gene Colan do the covers?
- (d) The cover of HTD #3, by Jack Davis, was also inappropriate, for the same reasons. While Davis is a superb artist, he made no attempt to portray Howard as the character should appear. Davis' duck looked like a ventriloquist's dummy, counter to the image of Howard as a cartoony duck in a very real, very grim world.
- (e) "Courage" is one thing To suggest it, to try it, is fine. But look at your finished product before you go ahead. A realistic clay or taxidermy duck on your cover, made to look like Howard, might be nice. Otherwise, please reserve your courage for content rather than style of presentation.
- (2) Please put the address people should send letters to on the masthead of Wise Quacks. If this is our page, why should we have to search for the address to which we're supposed to mail our comments?
- (3) Comments on HTD #5: Interior art was mostly excellent, other than the illo accompanying your "Interview with the Duck." If I recall correctly, Michael Golden used to draw THE MI-

CRONAUTS. If so, this issue confirms my previous high opinion of his work. His characters come alive on the page. I enjoy poring over his characters' features, examining their faces for a key to their emotions. Here Michael did a great job of making Howard seem even more cartoonish and the background even more grim (I have seldom seen Dracula look so scary), thus tripling the impact of this mag's main premise -Howard as a stranger trapped in a world he never made. Though I am not that impressed with the portrait of Bill Mantlo on the letters page, the artist should have gotten credit. Who drew it?

(4) The writing. Last issue and this one were often genuinely funny and damned good as legitimate stories Mantlo seems to be getting comfortable with the character The satire still seems a little obscure and "safe" and impersonal. but I'm glad that there's some sature in this mag still. I can't begrudge the puns in HTD #4, given the preponderance of puns permeating two previous issues of the color comic - the "Star Waugh" satire and HTD ANNUAL #1 but I hope you don't come to place too much dependence on puns

I like the sexual humor you're getting into the book, by the way. I know that's an area of controversy The ending of the first story was natural, logical, gutsy and funny. Howard, in *Drakula*, seemed based on someone, but I'm not sure who. I was wondering how you'd get rid of Dracula without killing him.

- (5) Interview with the Duck: Very poor. The introduction was redundant. It contradicted the reality you've established of Howard living in Cleveland and povertystriken. He's not anymore, you know Also, the Marvel Universe-Marvel Comics connectioin, shown at various times in the pages of THE FANTASTIC FOUR, has made it pretty clear that, while Marvel has been granted certain rights by the heroes, it does not own or foot the bills for them. The humiliation of being menaced by everyday things was the only new point. Not a bad one, but it could prove limiting
- (6) Captain Americana: Moving story, but seemed to be a compilation of vignettes. I wasn't that thrilled with the hard-luck opening The kids were saturical, sarcastic, amusing and annoying. The father was an intriguing kind of villain, a la Colonel Flagg on M*A*S*H. The exit from Earth was very well handled.

Looking forward to Duckworld and hoping that Street People isn't an irrelevant backup feature.

> Dana A. Snow Los Angeles, CA

Gene Colan may be doing an HTD cover or two, Dana, as soon

as he can dig himself out from under the burden of penciling HOWARD THE DUCK, the HULK magazine and DR. STRANGE!

-Bill Mantio

Dear Lynn Graeme.

I really liked your Interview with the Duck in HTD #5. Unfortunately, the accompanying illustration didn't do it justice. As for the cover, to be frank, it looks more like a preschooler's scrawling than Picasso.

Glad to see mention of *Devo* and *Talking Heads* in HTD! The *Heads*' "Animals" should become Howard's theme song.

Also glad to hear that you're going to print a story about Duckworld. Such an exploration of Howard's world of origin could well be the most important story you'll ever publish. I've always been surprised that you didn't attempt it sooner.

Mark Lungo 7705 Ragall Parkway Middleburg Hgts., OH 44130

Better late than never, Mark. So how'd ya like it?

-Bill Mantlo

Dear Lynn, The cover? (Check One): Loved it

Hated it.

Robin Kincaid 7 Wall Street Coventry, CT 06238

Dear Lynn,

What did I think of the cover to HTD #5? Do ducks like cigars? I absolutely loved it! I think it was great the way the artist used simple forms, contrasting colors, and textures to bring his portrayal of Howard across. It was a winner!

I was so inspired by this issue that I took a crack at drawing Howard myself. What do you think? Do I get a Duckmasters Cigar?

> Ike Wilson 13910 Benson Road Edmond, OK 73034

All of us at the Marvel Magazine Bullpen like your drawing, Ike. Which reminds me, HTD is still looking for artists to try out for its audition page. The work of David Simms appears this issue. Simms is an artist from Canada. His work has appeared in Cerebus. All artists whose work is published on the auditions page will be paid and(who knows?) maybe it could even lead to a shot at drawing comics the Marvel way! We're looking for people who like to -Bill Mantlo draw!

Gang,

Having read five issues of the new HOWARD THE DUCK magazine, I feel that I have maintained my silence long enough. While there are certainly some strong points, some reforms are sorely needed. The place to start is the cover. You might begin by restoring the original HOWARD THE DUCK logo (the color comic version). The almost-ridiculous design of the original logo seemed to accurately reflect Howard's predicament, reminding us that Howard's world is one of total absurdity. The present logo lacks that key element, and just looks silly.

Secondly, the content of the covers must change. We have, so far, been "treated" to a slick snapshot-style cover, a pink nightmare, a corny Christmas scene, a "concept" cover, and a drab collage. Please return to the use of covers that accurately reflect what one would hope to find within the pages of HTD.

Next, please stop the use of nude, topless, suggestive, etc., scenes with Bev. Don't get me wrong. I'm not one of those prudish types who goes around yelling "Obscene!" It's just that scenes like these are detrimental.

A major concern has been the large amount of inconsistencies that have been occurring, such as the Gem Key becoming the Cosmic Key, and Claude Starkowski suddenly changing to Claude Starkowitz. These do not actually disturb the continuity of the stories, but they're the sort of slip-ups that just shouldn't be happening.

Lastly, I would submit a plea for some multi-issue continued stories, rather than the isolated one or two per issue that we've been seeing up to now. Bill seems to be embarking on this, leaving us eagerly expecting the Duckworld continuation in HTD #6.

Oh yes, and I guess it goes without saying that I would love to see Howard in color again.

Paul Lukas 41 Namkee Road Blue Point, NY 11715

Dear Duck-Folk.

Today I picked up HTD #5 and, as usual, I enjoyed every bit of it. Bill, you are one of the finest writers in comicdom today. Your Drakula was an hilarious yarn. I laughed so much my sides they ached and my heart it went pitterpat (and you can bet your liquid-paper I wasn't watching Felix the Cat!). Aside from the writing, the art was also fantastic. Michael Golden's duck was Howard!

Joe Christiano 20225 Cohasset Street Canoga Park, CA 91306

rrrritigghtteooooo!

-Bill Mantle

Dear Bill & Co.,

HTD #5 was something different. It was excellent. It was fine Howard. I was afraid our fowl might be mellowing out, but this issue showed that Howard retains

his anger and frustration. The stories were humorous and thoughtful, something they haven't been for awhile. They're the best stories you've done and I hope you continue to progress. Drakula was clever and Michael Golden's art was the best this mag has seen. But Captain Americana was even more impressive. It was startling, but funny. I expect readers to be divided over its merits, but I want to see other stories as daring as this one. For the first time since HTD #1. I'm looking forward to the next issue.

> Mike Moore 1310 Osage Bartlesville, OK 74003

And now before closing, we'd like to present a short, though important message from Ms. Carol Bellamy...

Dear Marvel Readers,

With all their super powers, Spider-Man and the rest of the Marvel gang are powerless against diseases like polio, measles, and rubella. These diseases can cripple or even kill. But, they can also be easily prevented with painless vaccinations. In most states (including New York), it's the law: NO SHOTS, NO SCHOOL! For more information on immunization, call the Immunization Hotline at (212) 349-2664. Outside New York City, call your local Health Department.

Stay Healthyl Carol Bellamy President New York City Council

And it behooves everyone reading this to take her advice to heart and make sure you've had your vaccinations — and that your younger brothers and sisters have likewise. We can't stress this enough, really. There's no excuse for not having your shots — not in this day and age. One, two, three and it's over... painless and permanent protection against those diseases. Think about it.

-R.M.

NEXT ISSUE: A story so daringly different that you'll be talking about it until HOWARD THE DUCK #10! Just Howard and Bev trying to communicate with each other and themselves (with a little help from some surprising guest-stars) on a rainy night in Alabama! Think you can take the tension? If so, be here for Motel in Mobile in HOWARD THE DUCK #9! A landmark decision!

And while you're waiting, why not send your landmark letters on this ish to:



HOWARD THE DUCK Marvel Magazine Group 575 Madison Avenue New York, NY 10022

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NEXT ISSUAL NOUBLEHEADER

THE DUCK FACES
DOOM AT THE DEADLY
CLAWS OF THE BAYOU
BEAST--BLACK TALON!
DO-DO THAT VOO
DOO BY BILL
MANTLO AND
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AND: HOWARD DONS
THE GREBARIOUS GARB
OF THE CHEAP DUCKTECTIVE—
DIRK BYRD, IN SEARCH OF
AN EVIL TWIN-CRANIUMED
CRIMINAL (US) WHO STALKS
THE STREETS IN SEARCH
OF WIDE COLLARS! THE
LINOLEUM LIZARD!
BY STEVE SKEATES
AND GENE COLAN.



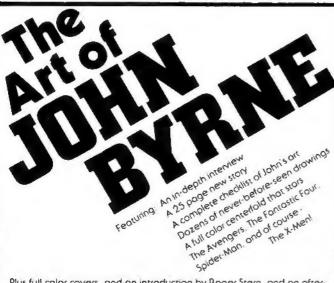
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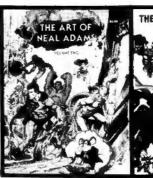




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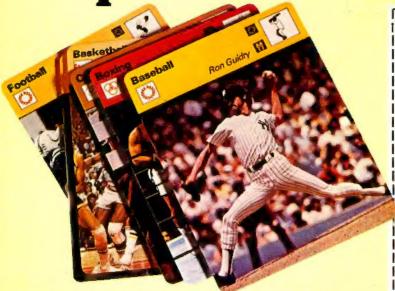
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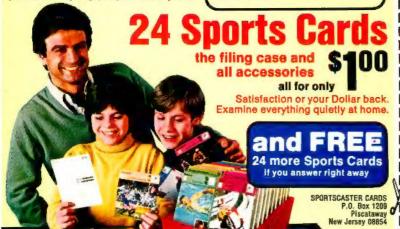
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